

## REQUEST FOR QUOTATIONS

Issue Date: February 19, 2009

### 2009 Youth Workforce Development Magazine

The City of Long Beach, as the Pacific Gateway Workforce Investment Network (Network), is soliciting responses from qualified youth-based entities for the production of the Pacific Gateway Workforce Investment Network's *Youth Workforce Development Magazine*.

#### Background

The Network offers an array of workforce development programs and services for job seekers and businesses. These services include, but are not limited to, career preparation, career exploration, job search strategies, work experience and job training, resume writing, and interview techniques.

Services are coordinated through the Network's Career Transition Center, Center for Working Families, Harbor WorkSource Center, Torrance Career Center, and Youth Opportunity Center

#### Job Description: Only Bids Meeting the Requirements Below Will be Considered during the Vendor Selection Process

The Network is seeking quotes from youth-based entities for the publication of the Youth Workforce Development Magazine. This magazine, **to be produced by youth**, will provide youth-oriented labor market information and serve as an outreach tool for youth ages 14-24. End-users and recipients include the Youth Opportunity Center staff, young adults, career counselors, high schools, libraries etc. (Visit [www.hireayouth.com](http://www.hireayouth.com) for background.)

The publication will include, but is not limited to:

- Information and presentation of the top five-to-seven regional career sectors
- Work readiness tips
- Community resources for youth

The magazine should demonstrate excellent research and data, creative writing and photography, and exciting design. It should include charts, graphs, factoids that demonstrate clearly the details of the sectors including jobs available, salary ranges, training required, etc.

The magazine will also include advertising from education and community service organizations. The Network will serve as partner in obtaining the advertising commitment; the students will work with advertisers to produce the ads.



**Additional Information:**

- **Multiple samples of marketing collateral or publications vendor has produced since 2007 – utilizing and incorporating youth ages 14-24 – must be included with the quote.**
- The quote should NOT include printing or binding. The selected entity will work with the Network's graphic design vendor to ensure a print ready quality.
- The magazine will be 8.5x11 and will be perfect bound on the 11" side.
- The quote should include multiple visioning and editing sessions with the Network and/or its graphic design consultant.
- Deadline for print-ready material is May 1, 2009.

**Vendor Selection:**

One vendor will be selected on the following three criteria:

- Lowest qualified bid
- Demonstrated ability to meet all above requirements
- Quality of content and design of youth-produced marketing collateral

**General Information:**

- Prices must be valid from the date of submission through December 31, 2009.
- Bids must be submitted no later than **3:00 pm, Wednesday, March 11, 2009**. They can be mailed or delivered to Cort Huckabone, Pacific Gateway Workforce Investment Network, 3<sup>rd</sup> Floor, 3447 Atlantic Avenue, Long Beach 90807.
- RFQ submission questions should be directed to Cort Huckabone at 562-570-4576 or emailed to [cort\\_huckabone@longbeach.gov](mailto:cort_huckabone@longbeach.gov).